

Oh, the disadvantages of our long cigarette.

## Benson & Hedges 100's

11 mg. "tar," 1.1 mg. nicotine,  
av. per cigarette—hard pack, by FTC Method.  
11 mg. "tar," 1.1 mg. nicotine,  
av. per cigarette—soft pack, by FTC Method, Apr. '78.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



Regular and Menthol  
in soft and hard pack

00791-00940P 1  
Roxing Plant  
Page 4 color bleed  
Mesa Div. September 1976  
Mills, R.H., General, Inc.

